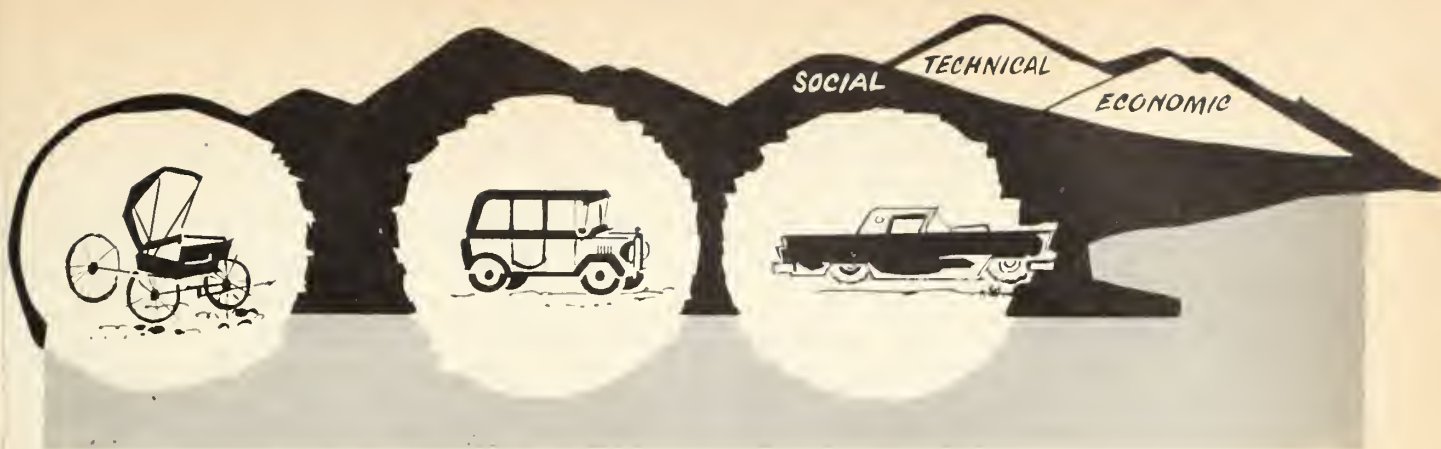


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Keeping Pace with the Tempo of Change

by H. L. AHLGREN, Associate Director of Extension, Wis., and Chairman,
Extension Committee on Organization and Policy

WE are living in the most significant and challenging period the world has ever known. More than that, we are entering the greatest era of economic growth this country has ever experienced. This is a dynamic age—the most dynamic in our history. The tempo of change has accelerated rapidly in the past decade and will speed up even more in the years that lie ahead.

Yes, change has become the watchword of our times. With agriculture there is change in the tools with which we work, change in the methods being used, change in the people who manage and operate our farms, change in our relationships with the rest of society.

An age of progress is necessarily an age of change. Change is an asset, but the price—a rather heavy and difficult one—is adjustment. What once was good enough no longer suffices.

Effect of Change

We cannot live with the status quo today. Today we accept the fact that economic growth is essential and new developments must occur. In agriculture this means some will succeed, some will fail. For homemakers it means changes in the elements that make up good family life. For communities it means some will grow and prosper, others will decline.

Let's look at this changing scene in agriculture.

There are fewer farm people—12 percent of total population now, perhaps as few as 5 percent by 1975. Fewer farms means fewer opportunities to enter farming as an occupation. And larger farms call for higher capital value—now averaging about \$27,000 per farm. Today's farm is a highly complex business enterprise.

A veritable explosion has occurred in science and technology. This has made new knowledge the most important and sought after commodity in today's agricultural world. It has made possible a doubling of the output per man hour since 1940.

Production costs are increasing. Credit and its use are becoming increasingly important as a tool or resource.

Off-farm forces are also having a tremendous effect on farm life. We know agriculture has been and will be greatly affected by such developments as: acreage controls, marketing orders and agreements, price support programs, foreign trade policies, tax policies, changes in Social Security, and increased costs of labor, transportation, processing, storage, and distribution.

Our rural homes and communities, too, give evidence of enormous change. Part-time farming is increasing and the rural nonfarm population continues to grow.

Conspicuous differences in mode of life between farm and city are fast disappearing. The rural home is rapidly becoming a modern home.

People are becoming better educated. More people are attending school and are remaining longer. This is most satisfying, because a well educated person is one who knows how to do what has to be done and why it ought to be done. Such equipment makes for both culture and competence, both of which are becoming increasingly important.

Even in the realm of natural resources there has been a shift from a philosophy of wanton destruction to "conserve and restore." This is as it should and must be, because demands and pressures on our natural resources are increasing.

Meaning to Extension

For us in Extension whose privilege it is to serve agriculture, these significant trends mean constant evaluation and modernization of programs to keep pace with the ever-changing conditions facing the people we serve. In today's world, programs and procedures appropriate and adequate yesterday are likely to be inappropriate and ineffective today and obsolete tomorrow.

We are being asked to provide more educational services to more people and to a wider variety of interest groups. But our resources are not unlimited. So there must be continuous focusing on essential—though shifting—areas of need.

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RURAL DEVELOPMENT—

Balancing Our Economic Strength

by TRUE D. MORSE, *Under Secretary of Agriculture, and Chairman, Committee for Rural Development Program*

AMERICA needs balanced and widely dispersed economic strength. That is a major objective of the Rural Development Program.

This program to encourage balanced farm, industry, and community development in low-income rural areas holds great potential for the whole Nation. The pilot areas are demonstrating methods, organization, and services that can be effective in all rural areas.

Pioneering community and area development programs provided the foundation on which to build. Then some three years ago the Rural Development Program came into being. Now the program is going forward in 70 pilot or demonstration counties and areas in 30 States; others are planning expanded rural development work.

Developing Entire Economy

And these activities are spreading beyond the demonstration areas. For example, Jim Gooch of Michigan State says, "Michigan's upper peninsula citizens are taking literally the term 'Resource Development.' The aim is to use all resources to develop the economy of the whole (15-county) area."

The program was created to help increase the incomes of underemployed farm families, especially those living on small farms or poor land. Up to 1.5 million farm families have net cash incomes of less than \$1,000 per year. More than half of all our farms—2.6 million out of a total of 4.7 million farms—produce only 9 percent of all farm products marketed.

A primary goal of Rural Development is to enable these farm families

to increase their earnings. Entire areas of low income are being lifted to higher economic levels, thus adding strength to the total economy.

Dispersed industrial and other economic activities are making it possible for more families to continue to live on farms and in rural areas. This is good for people. But it's also increasingly important for defense reasons. More than 60 percent of the nation's manufacturing workers are concentrated in 62 large metropolitan centers.

Young people are receiving more training and education, thus opening wider the doors to greater opportunity throughout their lifetime.

Action Brings Results

This is an action-packed program that is paying off. In Chilton County, Ala., where three-fourths of the land is in forest, 25 new jobs in timber cutting and handling resulted from efforts to strengthen forest products industries. A boat manufacturer started a small factory in Perry County, Ind., bringing job opportunities to 50 rural people.

Garment manufacturing has brought 100 new jobs in Watauga County, N. C., and 475 jobs in Macon County, Tenn. Woodworking plants and grain cooperatives have meant 30 more jobs in Choctaw County, Okla.

Employment for 130 people resulted from a new poultry processing plant in the Camp-Franklin-Titus (3-county) area, Texas. Increased poultry production in Chesterfield County, S. C. brought 58 new job opportunities to the county.

Price County, Wis., has 54 new jobs in woodworking, charcoal, and

sports equipment industries. An expanding clothing plant in Tippah County, Miss., added 150 jobs.

Training programs to improve the skills of rural people have been started in several States. In Kentucky, for example, about 500 people in eastern and south central counties have received training in such skills as welding, plumbing, and office practice.

In Covington County, Miss., a Negro community of 40 families, with guidance from the development group, organized a home life committee to encourage members to improve sanitation. A cooperative community campaign to improve their homes and farms was undertaken by 100 families in a Texas county.

Fifty percent more children in Hardin County, Tenn., are receiving preschool health examinations as a result of community efforts. In three States (Georgia, Tennessee, Kentucky) and six pilot counties, rural development promotion helped raise matching funds to build hospitals.

People's Program

County and area leaders run the programs which they agree are needed.

President Eisenhower, upon receiving the first report, said: "The program is being managed by State, county and local committees—not from Washington. This is as it should be.

"I am most encouraged by the active interest and leadership of various groups—farm, school, church, service clubs, business, industry, and others. The development programs are those which the State and local participants want.

"There is major emphasis on youth—education, vocational training, health, and character. . . ."

The accomplishments through the Rural Development Program can be unlimited.

Dr. Arthur F. Burns former Chairman of the Council of Economic Advisers under President Eisenhower and now President of the National Bureau of Economic Research in New York, says, "I have felt from the beginning that the Rural Development Program is potentially more

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Facing Another Challenge

by SHAWNEE BROWN, Federal Extension Service

KNOW the people—know their problems—then help them find solutions.

That formula has lead to many Extension accomplishments. And it's the same one being applied in Extension work with Indians.

Extension work with Indians is not new. The Bureau of Indian Affairs, Department of Interior, has been doing good work in this area for a number of years.

In recent years the Bureau has been contracting with State Extension Services to carry on these educational responsibilities. The purpose is to enlist the full support of the agricultural colleges and the Department of Agriculture in an intensive extension program for Indians.

To date 16 of 18 States have entered into agreements for this work. This transfer of responsibilities involved 93 positions, most of them already staffed. And in 1956 the Bureau and Federal Extension Service teamed up to provide liaison at the national level.

Let's take a look at some of the challenges of this work and how they are being met.

There are about a half million Indians in the country, with a large percentage of them living on reservations in the Western States. Generally, economic conditions are poor. The population on many reservations is too great for the best known land use to support and there are few non-agricultural job opportunities.

Not all reservations are poor. Some have abundant natural resources—fertile soil, timber, oil, minerals—which are being developed rapidly. Tourist trade is an important income source on some reservations.

The same situation is found among individual families. Some are developing their resources and opportunities to good advantage. Others have been slow in fitting themselves into the economy.

Resources Studied

Extension's first step was to become fully acquainted with the different segments of the Indian population, their physical resources, cultures, economics, and other factors affecting their level of living. This was done through conferences on the reserva-

tions with tribal councils, Indian leaders, and BIA and Extension personnel. At the same time, the Indian leaders and BIA staffs gained a better understanding of extension work.

Several farm and home visits were made on each reservation. Here the family's problems, as they see them, were discussed. These visits were helpful in sizing up the overall situation and in planning an educational program.

Work with Indians is not a different world of extension education. It is the same as extension work with other people and many of the same methods can be applied. In many cases more intensive work is necessary, particularly where there are language and other barriers.

Some of their problems relate to credit, land ownership patterns, production, marketing, nutrition, clothing, and social conditions.

Greatest opportunities for progress appear to be through leadership development, youth training, home demonstration work, farm and home development, community improvement,

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Associate McCurtain County Agent John Netherton, Indian farmer, and BIA land operations officer observe winter cover crop on Choctaw Reservation, Oklahoma.



Seminole boys from Brighton Reservation, won first prize in junior livestock judging contest at Southwest Florida Fair.

tree crops boost farm income

by PHILLIP J. TICHENOR,
Information Specialist, Minnesota

DESPITE his popularity in north country folklore, Paul Bunyan's way of "putting the axe" to vast stretches of timberland is rapidly being discarded in northern Minnesota's Itasca County. Instead of cutting sections of forests wholesale, hundreds of farmers are giving their trees as much care as they would their finest cropland.

One of the big reasons behind this better use of woodland is the extension forestry program, led by Floyd Colburn, Itasca County forestry agent. When he came to the county in 1946, few farmers were practicing selective cutting—removing the mature, marketable trees to make room for smaller, growing trees. But since then, some big changes have been made on farm woodlots.

- About 150 of the 1,714 farms in the county have complete, long-range woodlot management plans.

- Colburn has helped more than 1,000 local farmers cruise their woodlots, plan cuttings, find markets, and carry out reforestation projects.

- About a third of Itasca County

farmers who own sizable woodlands are following careful forest management.

- More than a million trees have been planted since 1949.

- Farmers are using more diversified timber markets which they learned about through the extension education program.

- Colburn annually visits about 200 local farms, on request, for individual consultation on tree farming. Added to the hundreds of office calls he gets from forest land owners, there are few local farmers who don't get his help.

- Dozens of Itasca County 4-H youngsters have forestry projects.

There were some real problems facing Colburn when he came to Itasca County. When the pulpwood market first opened up, whole areas were cleared with little thought for the future. People were using second-growth trees for firewood, fence posts, and other needs, but hadn't considered them as a potential source of income.

Colburn found working in small groups to be a good approach. He continually met with groups of 10-30 farmers and their families to explain the possibilities of their timberlands.

The county's largest newspaper strongly supported the program. Through news articles and a by-lined column, Colburn told farmers how they could make better use of their trees. He also presented this information on a weekly radio program.



Annual growth rate of naturally-seeded young Norway pine is checked by farmer Alec Salmonson and Floyd Colburn, Itasca County forestry agent.



Mature red pine ready for cutting is marked by Salmonson and Colburn.

To follow up, he gave individual help to every farmer who asked for it. As with any type of farming, no single plan fits every situation. Woods vary in type, age, stocking, and growth potential. Colburn helped the farmers decide which trees to cut, what use to cut them for, and where to market the wood.

Richard Johnson, who farms near Grand Rapids, asked Colburn a few years ago if it would pay to cut some sawlogs from his forest. After looking over Johnson's 20-acre tract of Norway pine, Colburn advised that a commercial thinning would do the area some good, but that the pole market would be more profitable than selling sawlogs. The reason, Colburn explained, was that a 40-foot tree would bring \$1.30 more as a pole than as a sawlog at that particular time.

Johnson sold \$480 worth of poles that year and the next year harvested \$400 worth of pulpwood without clearing any area. Last fall he cut about 50 cords of home-grown wood for fuel, saving another \$130.

Alec Salmonson, a farmer near Bigfork, found that his 25 acres of Norway pine are a steadily growing "bank account." He is growing about 500 board feet of wood per acre every year. If it's all harvested, that could mean an income of \$300-\$400 each year.

Colburn is also helping Itasca County farmers build for the future through a tree planting program. Four years ago, a paper company

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Digging In To Make A Dream Come True

by RUTH RADIR, 4-H Club Specialist, Washington

IF you want to see a dream that came true, come along on a visit to Panhandle 4-H Camp.

We emerge from a narrow road and find ourselves by a cottage that serves as the camp lodge. Down a grassy slope we can see the smiling eye of Panhandle Lake and across it the tall timber. The dining hall is just back of the lodge. Down toward the shore is the bathhouse, dock, and boat.

The air is redolent with the resinous odor of fir, spruce, and hemlock. The alive stillness of the woods is underscored by the hum of distant voices.

It's Camp Time

The 4-H boys, girls, leaders, and agents of Grays Harbor County are here for their annual 4-H Club camp. Let's follow a path around this bend. One club is busy putting up tents. Their permanent sign tells us this is the Busy Beavers Campsite.

Farther along the trail is a permanent shelter built of peeler-cores—leftover centers of logs. A sign over the entrance announces that this is the property of the Cloquallam Boosters 4-H Club. Boys are busy in one end of the shelter unrolling sleeping bags. Girls in the other end are already tidying up the grounds.

We ask, "How did you get this site for your cabin?" They tell us their club chose this from several available sites, then applied to the Panhandle Camp Association for a claim. When it was granted they agreed to abide by regulations set up by the Association and built their Forest Service type shelter of shakes, slabs, or peeler-cores.

A part of each club's obligation is to improve their site each year. As soon as they get approval for their floor plan and the sketch they have made of the front view of their shelter, the club goes to work.

Money is a minor item, for all the shelters are built of local materials



Each 4-H Club has a permanent marker at its camp area.

appropriate to the environment. Club members can cut the poles for framing from a designated area near camp. If they decide to use shakes, they split their own. Since windows must be left open—no glass—about the only cost for a shelter is for nails.

How It Started

The camp began with a dream, a desire, a drafted plan, digging in together, and constantly deepening and spreading the influence of the idea. Just 11 years ago the 4-H leaders and agents of Grays Harbor and Mason Counties decided they wanted a campsite in a primitive area. They hoped to give 4-H Club members a camping experience that fitted their own memory and vision of pioneer camping.

The leaders looked over many sites and decided that Panhandle Lake was ideally suited. It was an isolated area with no public interference. The lake was excellent for swimming, with a gravel and sand bottom. The only access road would be on camp property.

All 4-H leaders of the two counties, with their agents as advisers, formed the nonprofit Panhandle 4-H Association in 1948. A month after the site was purchased, 200 4-H'ers, parents, leaders, and agents from the two counties went in for a workday.

Grays Harbor County held the first camp at the new site. Everyone camped out, everyone called it the best camp ever, and everyone began to plan "how to make the best better."

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Grays Harbor and Mason County 4-H'ers at camp assembly.

Meeting the Needs of Younger 4-H Members

by REBECCA J. DEA, Associate Hampshire County Club Agent, Mass.

WHAT can we do first? asked 10-year-old Mary. How long will it take? asked another girl. A third remarked, I want to go to the store, too.

And thus the club of first-year 4-H Club members started on their first project. They were planning to make cotton skirts to exhibit and model at 4-H family night.

Enthusiasm, short span of interest, and ability to learn mechanical skills will make their project fun. Mother will probably buy the material but if the leader has had a planning meeting with her, then Mary will go to the store, too. This will give Mary some opportunity to develop her individual personality with the guidance of an adult.

Geared to Abilities

Younger club members always want to do what the older ones do. But their program needs to be geared to their abilities so that they will not become discouraged. Special events in their own age grouping will help meet their needs.

In general they will stay with their own sex groupings until their early teens. Yet their hero worship of a teenager may encourage them to try new things in their own club. Younger boys will enjoy doing home economics projects, such as cooking; girls will like agricultural ones. Later these projects will appear to be sissified or unladylike to many.

Variety is the spice of life. The leader needs to encourage these younger members to create plays, participate in talent shows, do things together as a club, exhibit, and demonstrate. A tour to see club members'

projects at home, a trip to the city to buy supplies for project work, or a party can break the monotony for the beginners.

This is the age of not much fear and any fear that is present can be overcome better at this age in beginning demonstrations and developing techniques of showing. But younger members should not be expected to do the polished job of a teenager or adult on a demonstration. They need to express themselves in their own way.

They need many short informal demonstrations to show them how to do things. Sharing responsibilities at a club meeting will carry over to home and community. A job for everyone is most important. They like to see numbers grow on record cards of things they do.

Broadening Activities

The best 4-H Club members are those who join as soon as they are eligible, have an understanding leader who encourages them and



guides them in developing their abilities, take part in county events—exhibit and demonstrate, and do more than one project. With this solid background and encouragement from parents, leaders, and the 4-H Club, they will seek to progress with a broadening of activities.

All along the way they need recognition for their accomplishments and kind words from everyone. They need recognition from the county for completion of their projects such as certificates, award cards, and first-year pins.

Leaders have found that alternating meetings of different projects or dropping an activity when interest lags and picking it up again later help many club members do more and like an activity better. A project should be educational but it must be fun, too.

A chance to build on what they know is important, for this is the age when they make the greatest strides in learning. To be held back with slower members or to do something they already know well can be boring. If one club member can do something the others can't, have him do a demonstration. He will grow in this experience and the others will learn something new.

Every club member needs a challenge. It is not the same for each as no two are alike. But everyone can do something well.

Charter for Full Development

by HARLEY V. CUTLIP, Assistant State 4-H Club Leader, West Virginia

ONE of the biggest problems confronting teenage 4-H Club members is to know their own educational and vocational potentialities and limitations and the opportunities for self-improvement and achievement which exist in the world about them. They also need help in understanding their own personality, how their personality affects themselves as individuals, and how it affects others with whom they come in contact in social, community, and job relationships.

Yes, 4-H Club members are personally interested in improving themselves in every way—in appearance, in personality development, and in their relationship with others.

The early leaders of 4-H Club work in West Virginia were cognizant of these problems and needs in the lives of youth. Hence, in addition to placing special emphasis on four-fold development in terms of head, heart, hands, and health, they also designed a special program to give specific help and guidance to older club members in all areas of self-improvement. Thus the West Virginia 4-H charting program was brought into existence, as the result of a need and for a purpose.

Charting has been a unique but important feature of 4-H Club work in West Virginia. It has undergone many changes since its inception but the basic ideals and objectives remain in the same. The main purposes continue to be: to let the club member see himself as he really is and to help him plan a program of self-improvement.

The program is designed for members who are 15 years of age or older by January 1 of the current club year. They also must have completed two or more years of club work. Members who have not quite reached these requirements, either in age or in years of club

work, may be permitted to participate in a program of "precharting."

A 4-H pin is presented to members who have had club experiences which have been a real factor in their development. However, the real objective of the charting program is the all-around development of the boy and girl. This is brought about by his or her endeavor to satisfy these basic psychological needs or desires: the need of acceptance or a feeling of belongingness in the group, the desire for a feeling of security, and the need for achievement. Club members find the 4-H charting program helpful in meeting these needs.

Planning for Future

The West Virginia charting program is now being revised in an effort to make the effectiveness of a good program even more meaningful in the lives of those participating. After a period of pretesting, several changes will probably be recommended both in program content and administration by the special committee of county and State extension agents. They are giving careful consideration to the social, psychological, and economic characteristics and needs of youth, as they study the present program and plan for the future.

The committee believes that charting should be a year-round program so there can be more time for individual counseling and guidance by agents, local leaders, and others. A year-round program might also provide additional time for the charter to participate in group activities which would provide him with new experiences.

The charting class and individual counseling program will continue to be an important part of the county camping program. However, the new plans actually call for a reversal of emphasis in that participation in

county camp will now become only one of several important phases of the charting program.

One tool that will continue to implement the program is the 4-H chart. The revised chart will contain these seven units designed to help the 4-H Club member in accordance with the previously stated purpose of the program:

1. My 4-H Experiences
2. Career Explorations
3. Life Enrichment
4. Citizenship
5. Getting Along with Other People
6. Recreation and Leisure Time
7. My Health

The 4-H charting program provides tools and techniques helpful to teenage club members in getting to know themselves better. And it gives guidance as they plan for the future. Self-improvement follows self-understanding as club members chart their all-around development.

RURAL DEVELOPMENT

(Continued from page 140)

important than all of our other agricultural programs put together."

During the past few years, at least three major committees of Congress have taken up the problem of underemployment in agriculture. They all agree in their recommendations. In the words of one committee report, "A main line of attack. . . should consist of programs to develop local nonfarm resources, to improve the education of farm people, to make training in industrial skills available, to overcome obstacles faced by people who wish to make the transition from farm to nonfarm work." (Subcommittee on Agricultural Policy, Joint Economic Committee of Congress, February 10, 1958.)

Secretary of Agriculture Ezra Taft Benson, in recent testimony before Congress, said, "No recent development in the Nation's agricultural policy holds greater long-term importance. . . .

"I want to emphasize that the Rural Development Program is not separate from our regular activities for improving living standards in underdeveloped rural areas. Nor is it limited in scope and objectives to specific areas."

A Club for Brides

by VIVIAN MOON, Mercer County
Home Economist, Pa.

WHERE in our extension programs are the young women from 18 to 25 or 30? Perhaps you'll find, as I did, that the real beginners at homemaking are often too busy to attend adult homemaking clubs. Worse yet, maybe they don't even know what the home economics extension office has available for them.

As an experiment last spring, I organized a Wise Brides Club. For a few months before the first class, wedding and betrothal announcements were clipped from local papers. Then individual contacts were made with these brides. Other publicity included announcements to the adult homemaking clubs and a story in the local papers.

Stimulating Interest

The first letter was not just an announcement. It was planned to make them think about their new role as homemakers. Some of the questions were: Are you sure you've found the right mate? How do you know a piece of furniture is worth the price? Can you plan good meals without overspending that first pay check? How much insurance should a young couple have? What preliminary plans should be made before the stork arrives?

The letter went on to say, "As a new bride you no doubt have lots of questions such as these. Your Extension Service helps homemakers

manage their homes in the easiest and happiest manner possible. We are offering a course for you, homemaker-to-be, to help you answer the above questions." The letter then gave the date, place, topic, and type of meeting.

Twenty brides came for the first lesson on What to Look for in Furniture. This included a talk on different constructions, types of finishes, and different styles. The group then went to a furniture store where the owner showed different styles and discussed rug selection.

Handbooks were given out at this first meeting. Later the members added mimeographs, bulletins, and question and answer sheets on the subjects covered at each meeting.

From then on the attendance and enthusiasm grew. The second meeting was on Family Security with an insurance adjuster as guest speaker.

The third meeting brought out the most questions from the group. A doctor of medicine and a minister discussed, What I Think Every Young Couple Should Know Before They Marry.

Advantages of Planning

The next two meetings were conducted by the home economist with the help of several charts, bulletins, and farm and home work sheets. The group seemed surprised at the helpfulness of planning for such things as Keeping the Family Healthy Through Food and Guarding That Family Income.

The final meeting, but one they all looked forward to, was conducted with extension bulletins and a fine film. The topic—Preliminary Plans Before the Stork Arrives.

At this final meeting, the members were given an evaluation sheet with a few questions concerning topics, time, and publicity for the course. The most popular request was for more meetings.

This club filled a real need. New homemakers are anxious to do a good job and get off to the right start. Such a project helps Extension fill that gap of contacts from teenagers to older mothers. To the home economist, it gives a feeling of having strengthened the very foundation of our country.

ANOTHER CHALLENGE

(Continued from page 141)

and organizations dealing with water, range, timber, livestock, and other resources.

Progress in establishing good working relations and organizing and carrying out programs depends on voluntary leaders. Emphasis is being placed on developing new leaders and establishing good relations with the present leadership.

Youth training is being carried on primarily through 4-H Clubs. Last year there were 12,597 Indian boys and girls participating in Club work. Agents and voluntary leaders are striving to develop character, leadership and other abilities to help these boys and girls to select and live a useful way of life.

Home demonstration work is being carried on through clubs of both Indians and whites or Indians alone. They are emphasizing home management, youth training, housing, foods, clothing, health, and other factors important to the welfare of the family and the community. These club members also influence the application of good agricultural practices and sponsor 4-H, community improvement, and other activities.

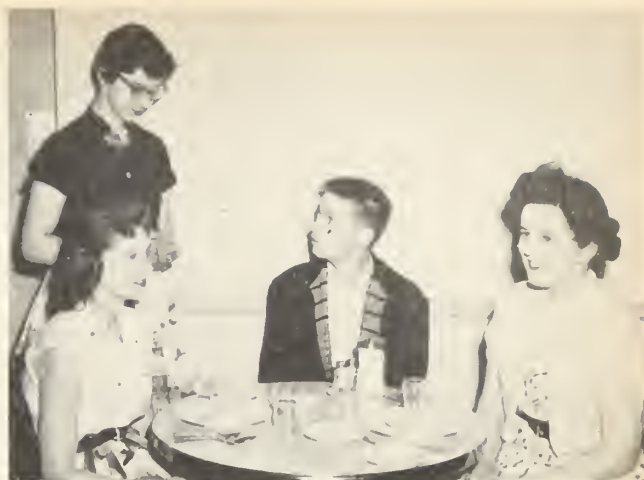
The Farm and Home Development approach is being used effectively. Indian leaders and BIA and Extension workers believe this is the most logical approach to extension work with Indians.

Community improvement organizations have been operating on a self-help basis for several years and these activities are expanding. The Indians are recognizing that they can do a lot of things to help themselves.

Good work is being done through livestock and range management associations. Many reservations have wide-awake organizations that buy and sell cooperatively. Soil management, irrigation, and other practices are receiving increased attention.

Indian families and extension agents are working together to apply improved practices to farm and home living. Together they are making progress in developing a program that will enable those families to take their place in society with a feeling of responsibility, security, and confidence.

Training Youth for Service and for LIFE



Typical of service at many Michigan resorts this summer is this demonstration given at tourist and resort training session for 4-H Club members.

MICHIGAN extension folks have sparked nation-wide interest in training young people for service, hospitality, and feeding of tourists. And it all began with 12 civic-minded 4-H Club Council members and 24 4-H boys and girls.

Through the tourist and resort project, 4-H boys and girls are gaining skills for summer jobs. And at the same time they are developing personality traits that will make them better citizens.

The tourist industry—\$600 million a year—is an important one in Michigan. Many inviting scenic spots, including thousands of lakes, waterfalls, vast Great Lakes shoreline, parks, along with fish and wildlife are important attractions.

But natural attractions are not enough to satisfy the tourist. Vacation-bound folks “return to” as well as “spread the news” about places where surroundings are pleasant and service is tops.

Interest Spreads

Because of their interest in “service,” the Gogebic County 4-H Council started a new project for youth in 1955. This project, tourist and resort, has grown from its beginning group of 24 members to 115 last year. Many other counties followed suit—Chippewa, Iron, Houghton, Keweenaw, Luce, and Mackinac. This year most counties serving tourists have the project. And it is attracting attention in other States, too.

The 4-H tourist and resort project is a 5-week appreciation and training course, aimed at helping 4-H’ers whose summer jobs bring them in

contact with tourists. They learn how they can best extend hospitality and service to those visiting their areas.

The initial project covered the field for waitresses and waiters. In the near future, extension specialists plan to cover such areas of services as housekeeping, guide service, boats, bait business, grounds maintenance, and guest entertainment.

Job Exploration

Each student learns the fundamental job and also observes it in operation. Lecture sessions are enlivened by tours to local attractions and resorts. Upon graduation, the 4-H’ers know about the different jobs available and how to go about getting one. They also know more about their local area and its attractions.

The appreciation side of the program is two-fold. The teenagers learn to appreciate both the tourist and the area in which they’ve grown up. They find that by doing little “extras” they can get more satisfaction and pleasure from their jobs. Each student realizes that helping his tourist friends makes him a better citizen in his community.

Goals of the 4-H tourist and resort project are given through 2- to 3-hour meetings each of the 5 weeks. During the first meeting, the 4-H’ers are reminded that “a happy and satisfied tourist is the most important and best means of advertising.”

At this first meeting, the members

get off to a good start in satisfying the wants of tourists. They are divided into teams and each team is responsible for making an inventory of a part of the county. Many of the young people find spots they’ve never heard of before. They begin to see their own “backyards” with new eyes. Later the inventories are pooled so each member has working knowledge of the surrounding area.

The second meeting is devoted to self-evaluation. There are many personality traits that can be improved with a little concentration. The ones that are desirable for people in the tourist and resort business are discussed. Each student is prompted to be alert, ambitious, clean and well-groomed, polite, and friendly.

Management Interest

The students “practice” during the next two meetings. They get pointers from management for the jobs they will be doing.

At the final meeting, the 4-H’ers get down to the business of finding summer work. Here again the resort program comes to the rescue of newcomers to the job-hunting ranks. All the teenagers find out where to look and who to see for a job. They often find it easier to get work as employers are already expressing their satisfaction with “graduates” of the tourist and resort project.

Everyone pitched in and helped make the 4-H tourist and resort

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Farm and Home Planning is a family affair

by FRED HUGHES, *Farm Management Specialist, Pennsylvania*



Ask the Jay Summers family of Centre County, Pa. what they think about Farm and Home Planning . . . they'll tell you it's a family affair that pays dividends.

Three years ago the Summers family—like many other farm families—needed help. Their farm investment had grown. Cash costs were jumping by leaps and bounds. Their farm income was getting smaller.

Jay and Sara Summers felt some changes in their farm organization would be necessary if they were to increase their net income. They were concerned about their income and future for several reasons.

Long-Time Goals

They had four children to educate—perhaps college for all of them. A more immediate concern was the fact that three of the children were teenage girls active in school, church, and other social activities. This meant nice clothes, music lessons, spending money, and transportation costs.

Sara Summers had visions of a new home, but of more immediate concern was getting some remodeling done on the present home.

Jay Summers wanted a high-producing herd of dairy cows and a set of buildings to house the cows and farm equipment adequately. He also liked to hunt and take an annual vacation with his family. This required not only money but a farm program that would let him get away from home.

They had one son who might want to farm some day. This would mean a larger business if one farm were to support two families.

When County Agent Charles Forney started his first Farm and Home Planning group 3 years ago, he invited the Summers family to participate. Like many farm families, they

were hesitant to sit down in a group and work on a farm and home plan.

Forney convinced them that personal information would not be discussed in group meetings. He showed them that Farm and Home Planning would help them achieve the goals they had set.

Ordinarily changes on a farm come rather slowly, and a family can't achieve all their goals in one or two years. Some resources, such as capital, labor, land, or health, will limit progress. It might take 10, 15, or more years to reach some goals, but they can be reached more quickly and with more satisfaction with a plan.

The Summers family have not reached all their goals. Some are long-time goals. The important thing is the progress they have made in 2 years on the farm and in the home.

Developing a Plan

After analyzing their farm business with the help of the county extension staff, the Summers felt they needed a larger operation to return the needed income. They decided a two-man operation was necessary.

Their 142 acres was enough to plan on increasing the dairy herd size to 40 or 45 cows plus replacements. There will be 28 cows in milk this fall as compared to 20 cows 2 years ago. In addition to the dairy herd, the Summers family had 200 laying hens, 500 broilers, 125 turkeys, and 36 fat hogs.

There was some doubt about being so diversified, especially when the enterprises were so small that unit costs of production were high. Some thought was given to dropping the broiler and turkey enterprises and increasing the laying flock size. Sara Summers objected to this, since these were her projects and cash receipts

A good forage program is credited by Jay Summers family with increasing net income and helping them attain family goals.

from them were used for the children's music lessons, clothes, and spending money. Most of these birds are retailed with no cash labor.

The Summers expect eventually to eliminate the laying flock and swine enterprise, when the cow herd is built to the size planned.

Changes Underway

Changing the livestock program involved some other important changes. The barn had to be remodeled to handle additional cows. Mr. Summers has already done this and has installed a barn cleaner to reduce the work load.

Another important consideration was the crop and pasture program. Since buying the farm, Summers had followed a corn—oats—wheat—hay rotation. He was also limited on pasture acres.

Changes were necessary if the additional cows were to be fed an adequate supply of high quality forage. Mr. Summers decided on two rotations. One would be 120 acres on a 4-year rotation of corn—small grain—alfalfa—alfalfa. The second would be 22 acres on a 6-year pasture rotation of 1 year rye, sudan; 1 year small grain; 4 years orchard grass ladino clover. It will be 1960 before the farm is completely changed to this crop program. A second silo has been constructed to handle additional forage.

Wheat and peas have been cash crops in the past and will be continued until the forage program eliminates them as the herd size increases.

Summers also put his herd on D.H.I.A. so he would know which cows to cull. There isn't any place for low producers in his new pro-

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NEWS and VIEWS

People to People Is Summer Camp Feature

Nassau County, Long Island, 4-H'ers report a People to People program feature at their summer camp this year. Two counselors from Europe were secured through the Association of World Travel Exchange, International Counselor Exchange Program.

Christine Hoechstetter of Paris, France, is teaching overnight camping, sports, sewing, group games, and painting at the girls unit. The girls are learning French songs and a lot about the people of France.



Off on the first leg of a 3-month tour of 13 European countries, Ruth Crawford, (left), Humboldt County home advisor, California, pauses at New York's Idlewild field to chat with colleagues from graduate school at Columbia University. Bidding bon voyage are Jo Ann Lonam, former home agent in Hawaii, and Jack H. Wood, Clatsop County agent, Oregon. Miss Crawford received a \$1,500 Pfizer fellowship for advanced study and travel.



Farm and Home Planning is featured in this exhibit which greets visitors to the Kittitas County, Wash., extension office. Offering the leaflet is Jack Crawford, agent responsible for farm and home planning in the county.

The boys are learning to yodel, sing Swiss songs, and some dances from Christian Keller of Zurich, Switzerland. He is assisting with teaching nature and outdoor cooking.

This fall each 4-H Club plans to learn songs and dances from different countries. Then they will present them with appropriate costumes and settings to community groups.

Controlling Insects

METHODS OF INSECT CONTROL by Dwight Isely. Lithographed by Braun-Brumfield and Co., Inc., Ann Arbor, Mich.

The current revision of this book is important in forwarding extension entomological work. While prepared as a text for the classroom, it is pointed, in part, for the training of county agents and others in the field of general agriculture. Previous editions have been used for reference by many agents in the field.

No doubt the subject matter and the manner of presentation have been influenced by the author's long contact with agricultural agents in Arkansas. The book is characterized by an analysis of principles of control, and not by a flat statement of formulae. Up-to-date recommendations are used, however, to illustrate the problems presented.

This approach to insect control has

undoubtedly affected the readiness with which agricultural agents enter into the programs recommended by extension entomologists. Since most agents are trained in fundamentals, they are able to adjust recommendations to a particular case. For example, the development of our Statewide program in scouting cotton for control of the boll weevil has been facilitated because of the ready understanding of principles by the agents. —Gordon Barnes, *Extension Entomologist, Arkansas.*

Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedures set up by your publications distribution officer.

- L 161 The Eastern Tent Caterpillar—Rev. April 1958
- L 409 The Price of Milk.—Rev. May 1958
- L 432 Where and How to Get A Farm.—Replaces L 299
- F 2113 Annual Lespedezas — Culture and Use
- PA 359 Help 4-H Local Leaders Do A Better Job.—Replaces PA 116

TRAINING FOR LIFE

(Continued from page 147)

program a success. Chambers of commerce, teachers, extension workers, businessmen, and employees alike joined to help the 4-H'ers help the tourist. And they have all expressed their approval of the project.

At the end of the 5-week session, students take an exam as a review of the material covered. When they graduate, they go to their summer work with the tourist and resort pledge clearly in mind. It is this pledge which summarizes the philosophy of the whole program:

"Our tourists should have the very best and most pleasant places to stay, dine, and see while they are in our area. We will do everything we can to make them feel welcome when they arrive. We will help them enjoy themselves while they are here. We will do our best to see that they are satisfied and happy when they leave."

This project contributes to the growth and development of youth. While training for service in a community business, they are equipping themselves for some of their future adult responsibilities.

KEEPING PACE

(Continued from page 139)

The Extension Committee on Organization and Policy recently issued a statement of Extension's scope and responsibility. This Scope Report lists nine areas of program emphasis in which we must operate in this era of change.

Efficiency in agricultural production. Individual farm units must be efficient if they are to survive. This is the very essence of the American way. There is no satisfactory alternative. Progress in this area is not only necessary but mandatory.

Efficiency in marketing, distribution, and utilization. This is equally as important as efficiency in production. And it presents a challenge and a responsibility for Extension to contribute to the welfare of farmers, food handlers, and the general public simultaneously.

Conservation, development, and use of natural resources. Conservation is using our resources wisely so they will best serve the needs of our people

both today and tomorrow. We must get full return from all our resources without diminishing them—indeed while building them up for greater potential.

Management on the farm and in the home. The whole farm—not a piecemeal—approach is needed. The challenges associated with efficient management of the farm and the home are inseparable.

Family living. Both adults and youth continue to need certain basic homemaking skills, as well as the skills of management, human relationships, and group participation. With the wide range of choices which families have, decision-making and management principles are increasingly significant in planning the use of time, money, and energy.

Youth development. The knowledge and skills we can help young people to acquire are the best investment we can make in tomorrow's agriculture.

Leadership development. Extension has made a significant contribution by developing leadership ability in persons it has served. Such contributions will be even more important in the future.

Community improvement and resource development. Backed by its long experience in helping people organize for group action, Extension can provide the stimulus and guidance that will enable local people to develop and use all resources to their fullest potential.

Public affairs. Here is an obligation to help farm people understand public issues affecting them. Our job is to equip the people we serve, through educational processes, to analyze policy issues affecting them and make their own decisions on the basis of all available facts.

The Job Ahead

The jobs and problems ahead are important, big, and difficult. But there is no evidence which suggests that they cannot be met or solved.

Agriculture itself needs to develop a philosophy of farm life to fit our time. It must move aggressively into areas where to date progress has been slow or even halting. It must recognize that off-farm influences are exerting an ever increasing impact on country life and living—and that

even within the confines of the farm there is room for substantial improvements.

Ours is the most efficient agriculture the world has ever known. Likewise our farm people enjoy the highest standard of living among all agricultural people of the world. But it is also true that our farm people have not shared equally with other economic groups in the great abundance that we as Americans are privileged to enjoy.

If agriculture's leaders have the courage of mind and wisdom to make full use of all the great resources at their disposal, our destiny is something much grander than anything we have seen to date. An alert, conscientious, dedicated and well-equipped Extension Service—such as we must resolve to be—can lead the way in helping the people we are privileged to serve in achieving a richer, fuller, and more rewarding life.

TREE CROPS

(Continued from page 142)

gave the county extension office two tree planting machines for use by local farmers. A Grand Rapids bank later provided a third planter to be used the same way.

Farmers use the tree planters free, except for a small maintenance charge. The farmer has to pay for the tractor driver and furnish one or two men to work on the planter.

Itasca County farmers have planted 1,090,000 trees on some 900 acres since 1949. Now they average about 300,000 per year.

This county forestry program has met with resounding approval from farmers, townspeople and industrialists. Raymond J. Wood, a former extension forester and now manager of the land and timber department of a paper company, says the forestry project is giving farmers important help in managing a major segment of their economy.

"The forest resources of farms in Itasca County and elsewhere in northeastern Minnesota have a tremendous potential," Wood points out. "Our forest industries depend heavily on these farm woodlots as a source of their wood needs. Properly managed, they can become an even greater source of primary raw material."

DIGGING IN

(Continued from page 143)

The association's objectives were: to provide recreation and camp facilities for nonprofit organizations and to increase the agricultural, educational, and social advantages of the people served by the association. Plans included the development of farm forestry in the camp program, so the Panhandle 4-H Camp Tree was established.

Wide Cooperation

The spirit of cooperation among club members, parents, leaders, and sponsors, and the guidance given by extension agents made this big undertaking far exceed that first dream. Community support and money were valued investments in the camp but the leveling, grading, clearing, cutting, and building were the work of many hands. Whole families worked together long hours to help realize the dream.

In the first year, a breeding association gave a substantial sum of money and a timber company donated lumber and loaned equipment. That winter many civic groups put up money to help finance the building facilities. The Pomona Grange raised enough money to build the dining and recreation hall.

The second year, with expert aid from the Forest Service, a year-round forestry project was outlined. Boys enrolled in the project, 14 years of age and over, began staying in camp one weekend each month.

By the third year, the board of trustees had laid out a 50-year plan of construction and operation. This board is an elected group of leaders with a rotating membership and is responsible to the 4-H Leaders Council of the two counties. An agent from each county serves as adviser.

Under the guidance of this group, 4-H Club members, leaders, and parents continue to raise needed money and go to camp for workdays. The rental of facilities to other groups also brings in funds.

Today the dream, the desire and the digging in have gone far to reach the objective, "to increase the agricultural, educational, and social advantages of the people." Because the site was well chosen, it serves many

purposes. 4-H Clubs use it for picnics and swimming parties. The 4-H leaders council finds it a happy meeting place, even in winter. Teenagers in the 4-H Builders Clubs of the two counties have get-togethers there.

The first summer, only 4-H boys and girls from the two counties camped at Panhandle Lake. In contrast, last summer facilities were used up to capacity. Five different groups camped there from late June through August. More than 1,000 persons took part in the resident camping programs, using the camp for over 6,000 camper days. Five community and civic groups held outings, picnics, or day camps, amounting to 4,000 camper days. Seven 4-H farm forestry sessions were held, adding 210 more camper days.

It started with a dream, a desire, drafted plan, and a small investment. Now the 4-H leaders of Grays Harbor and Mason Counties have, at a conservative estimate, a \$50,000 investment in facilities and another \$50,000 investment in the tree farm.

An additional 320 acres of timberland surrounding the lake was purchased a few years ago to set up a permanent endowment for the camp. As boys and girls learn timber management, with help from their leaders and skilled foresters, the sustained yield program provides income for Camp Panhandle.

4-H Club members can say with pride that they have raised over half of the money for their camp. Best of all, the people can say "we did it ourselves."



Learning to estimate number of board feet in standing timber.

FAMILY AFFAIR

(Continued from page 143)

gram. His herd has been in the artificial breeding program for a number of years.

The most striking change on the Summers farm since they first started in Farm and Home Planning has been in milk production. The average production per cow in 1954 was about 7500 pounds. For the testing year ended Sept. 1, 1957, average production per cow had increased to 11,267 pounds. The total pounds of milk sold in 1954 were 153,000. In 1957, 283,485 pounds were produced.

Summers attributes most of the increase to a good forage program. With the second silo he put up 2 years ago and with adequate summer grazing, his cows have not dropped off in production at any time in the past year. He had to do some green chopping from his hay strips last summer to supplement his pasture program which was inadequate due to dry weather.

Some credit for the increased production is also given to closer culling as the result of D.H.I.A. records.

The dairy feed bill has shown a marked decrease in the past year and probably will decrease more in the next year. Summers is still feeding 1 pound of grain for each 3 pounds of milk. He hopes to cut his feeding rate to 1 pound of feed or less for each 5 pounds of milk.

Summers has been following recommended fertilization but has not done soil testing. He feels soil testing will be necessary in the future to get maximum results in his program.

Major improvements in the home are being postponed at the present time with the plan that a new house can be built in the near future. It is very probable that this goal will be reached, considering the progress the Summers have already made on their plans.

The Summers have not spent all their time working toward a high income. The children have had swine, capon, and sewing projects in 4-H Clubs. One of the girls is in the high-school band and the other children are taking music lessons.

The family is active in church and in the Grange. Mr. Summers belongs to the Lions Club and is a leader in cooperatives.

Cotton Picking Tips Pay Off at the Gin

by A. EDWARDS, Associate Extension Editor, Missouri

EVEN the latest cotton gin equipment does a better job with dry cotton. When machine picked, ginners have to remove an extra 35 to 50 pounds of water from each bale of seed cotton. This calls for double and triple drying before the extra 10 to 70 pounds of trash picked up by mechanical pickers can be removed.

And if cotton is picked too early in the morning or too late in the evening when moisture content is up, ginners have still more water to remove. The best equipped gins can't efficiently handle extremely wet and trashy cotton.

During the 1957 harvest season, an alert county agent, Joe Scott of Dunklin County, called on his radio farm director for help in tipping growers as to when to pick. The idea originated with J. M. Ragsdale and A. M. Pendleton, State and Federal cotton ginning specialists.

Scott and his already busy staff had to work out times for taking moisture tests and getting them to the station. Typical of their efforts is the following announcement:

"According to the county agent, the moisture content of seed cotton in the field is now 9.5 percent. Cotton will be dry enough to harvest with mechanical pickers about 9 a.m. Barring weather changes, we will have good harvesting conditions until about 5:30 p.m. Cotton harvested with a moisture content of 8 percent or less will give higher grades at the gin. This

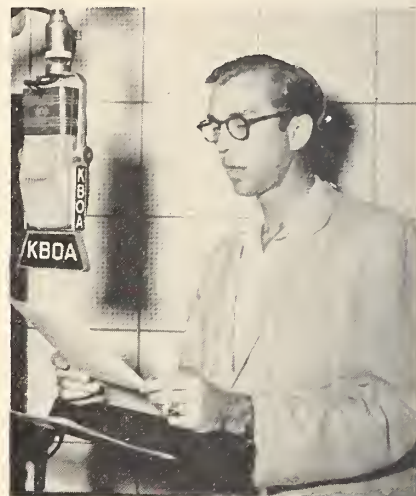
announcement has been made as a public service by Radio Station KBOA and the Agricultural Extension Service."

Such announcements were made daily during harvest season at 8 a.m. over Station KBOA, Kennett, Mo. Every cotton producer in the eight-county cotton area was within listening range and could hear when cotton was dry enough to harvest with spindle-type pickers. When weather conditions were unusual, further announcements followed during the day.

Agent Scott or a member of his staff took a moisture meter to the field at 7 a.m. each day. He recorded the moisture content of field cotton and also made a relative humidity



Joe Scott, Dunklin County agent, making 7 a.m. cotton moisture test.



Radio Farm Director John Mark cooperated readily with the county agent staff to make daily announcements on cotton moisture content.

reading, noting the presence or absence of dew, type of cloud cover, and wind velocity. This was repeated every hour until moisture content was below 8 percent.

The procedure was started again in the afternoon when it was estimated that the moisture content was again nearing the 8 percent mark. By checking conditions at 8 a.m. daily and comparing with previous days, it was possible to accurately estimate when cotton would get down to 8 percent moisture. Likewise, an accurate estimate could be made as to when the moisture content would rise during the afternoon.

Time consuming? Yes, but cotton men say the service had real merit. The reason for collecting all data is the hope that the procedure can be shortened this year without sacrificing accuracy.

It is still too early to make a comprehensive estimate of the value of this service. However, it is being carefully watched by all cotton interests in Missouri.